



KNXV

ORDER

Print Date 09/21/12 Page 1 of 2

Flight Dates 09/21/12-09/25/12

<u>Contract / Revision</u>	311832	/	Vernon Parker for Congress/NRCC	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>	09/20/12 09/21/12		<u>Agency Com</u> 15%	<u>Estimate #</u>	
			<u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	NRCC - Parker		5 Mapleton Road Suite 300 Princeton, NJ 08540	<u>Billing Type</u>	Cash
<u>Agency</u>	Jamestown Associates			<u>Order Type</u>	GENERAL
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Billing Cycle</u>	EOM/EOC
5 Mapleton Road Suite 300 Princeton, NJ 08540			<u>Sales Region</u> NAT	<u>Billing Calendar</u>	BROADCAST
			<u>Agency Ref</u>	<u>Demographic</u>	A25-54
				<u>Rev Codes</u>	POL POL CAND
				<u>Product Codes</u>	PL
				<u>Priority</u>	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 10% Market Value 83000

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	19%	15770
KPNX	25%	20750
KPPX	%	0
KSAZ	27%	22410
KTVK	19%	15770
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	20	\$7,055.00	\$8,300.00	0.00	08/27/12	09/25/12	20	\$7,055.00	\$8,300.00
Totals	20	\$7,055.00	\$8,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	
															Amount	
N 1	KNXV	09/21/12	09/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-----F--	:30	1	\$225.00	P-3	0.00	NM		1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
		Week: 09/17/12	09/23/12	-----F--		1	\$225.00		0.00							
N 2	KNXV	09/24/12	09/24/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	1	\$225.00	P-3	0.00	NM		1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	M-----		1	\$225.00		0.00							
N 3	KNXV	09/21/12	09/21/12		CM	7am-9am	-----F--	:30	2	\$225.00	P-3	0.00	NM		2	\$450.00



KNXV-TV
PHOENIX

KNXV

Print Date: 09/21/12

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Contract / Revision **311832** Flight Dates **09/21/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/21/12

Order Sep 00:20:00

Advertiser **NRCC - Parker**

Product **Vernon Parker for Congress** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 7-9am												
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		2	\$225.00			0.00						
N 4	KNXV	09/24/12	09/25/12	M-F 7-9am	CM	7am-9am				MT-----	:30	3	\$225.00	P-3	0.00	NM
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		3	\$225.00			0.00						
N 5	KNXV	09/21/12	09/21/12	M-F 4pm-430pm	CM	4pm-430pm				-----F--	:30	1	\$350.00	P-3	0.00	NM
				4PM News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		1	\$350.00			0.00						
N 6	KNXV	09/24/12	09/25/12	M-F 4pm-430pm	CM	4pm-430pm				MT-----	:30	2	\$350.00	P-3	0.00	NM
				4PM News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2	\$350.00			0.00						
N 7	KNXV	09/21/12	09/21/12	M-F 5pm-530pm	CM	5pm-530pm				-----F--	:30	2	\$450.00	P-3	0.00	NM
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		2	\$450.00			0.00						
N 8	KNXV	09/24/12	09/24/12	M-F 5pm-530pm	CM	5pm-530pm				M-----	:30	1	\$550.00	P-3	0.00	NM
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		1	\$550.00			0.00						
N 9	KNXV	09/21/12	09/21/12	M-F 6pm-630pm	CM	6pm-630pm				-----F--	:30	1	\$450.00	P-3	0.00	NM
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		1	\$450.00			0.00						
N 10	KNXV	09/24/12	09/25/12	M-F 6pm-630pm	CM	6pm-630pm				MT-----	:30	2	\$500.00	P-3	0.00	NM
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2	\$500.00			0.00						
N 11	KNXV	09/21/12	09/21/12	M-F 10-1035pm	CM	10pm-1035pm				-----F--	:30	2	\$850.00	P-3	0.00	NM
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		2	\$850.00			0.00						
N 12	KNXV	09/24/12	09/24/12	M-F 10-1035pm	CM	10pm-1035pm				M-----	:30	1	\$850.00	P-3	0.00	NM
				10pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	M-----		1	\$850.00			0.00						
N 13	KNXV	09/24/12	09/25/12	M-F 6-7am	CM	6am-7am				MT-----	:30	1	\$225.00	P-3	0.00	NM
				M-F 6-7am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		1	\$225.00			0.00						

*Tax 1 Note: Tax 0.5%.

Totals 20 \$8,300.00